



U.S. Department of Education

# Digital Guidebook

Updated November 2014

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## **U.S. Department of Education Digital Engagement Guidebook**

Web-based services and social media are essential to how the U.S. Department of Education (ED) serves citizens and does business in the 21st century information economy. Web services, blogs and social media enable the Department to share information in a variety of formats (text, videos, photos, graphics) directly and in real time to engage a wide audience. Digital engagement, much like traditional communications, can be used to promote ED's mission and vast resources, both to the general public and to targeted stakeholder groups.

### **PART I**

#### Overview

The ED Digital Engagement Guidebook provides official guidance to offices in their use of social media and related tools, including, but not limited to:

- Websites/web-embedded services
- Social networking sites
- Blogs (including commenting on official blogs)

This guidebook contains information about digital engagement policies, best practices, and recommendations. This is a living, official document, which will undergo edits on a frequent basis. Collaboration from principal offices is encouraged, and those interested in engaging with their constituents via social media should contact Joe Portnoy, special assistant for visual and digital media and Dorothy Amatucci, digital engagement strategist, in the Office of Communications and Outreach (OCO), via email ([joe.portnoy@ed.gov](mailto:joe.portnoy@ed.gov)) ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)).

This guidebook was written with both [ED Social Media Policy](#) and [Terms of Service \(TOS\) Agreements](#) in mind. The ED Social Media Policy outlines specific rules for the use of social media at our agency. The most up-to-date TOS Agreements outline which social media applications ED employees legally can use. All information about digital communications at ED can be found on the [Digital Strategies page on ConnectED](#).

Before embarking on the use of any social media as an employee and representative of the Department, all ED employees are strongly encouraged to familiarize themselves with and understand both the ED Social Media Policy and all current TOS Agreements.

Questions and comments about information contained in this document may be

directed to Joe Portnoy ([joe.portnoy@ed.gov](mailto:joe.portnoy@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)).

### Platforms Approved for ED

ED has federal-compatible Terms of Service (TOS) Agreements with a variety of digital platforms. Federal-compatible TOS Agreements are special agreements negotiated between the federal government and vendors who offer free social media, mobile, business and other digital tools. These [federal-compatible TOS Agreements](#) allow federal employees to legally use these tools. Additional information about the importance of federal-compatible TOS Agreements can be found on [GSA's Federal-Compatible Terms of Service Agreements page](#).

ED has TOS Agreements with the following platforms:

- Facebook
- Flickr
- Google Analytics
- Google - Android Applications
- Apple App Store
- LinkedIn
- MySpace
- Twitter
- YouTube
- Yammer

Details about all ED TOS Agreements and whom to contact with questions concerning platforms not found on this list can be found on the [ED TOS Agreements page on ConnectED](#).

### Websites/Web-embedded Services Approved for ED

ED websites may use third-party embedded code, provided that certain procedures are followed:

- **Twitter:** ED allows Twitter feed and list widget embeds; the list or feed owner needs to provide the ED Web Team with the code
- **YouTube:** ED allows YouTube video or video playlist embeds if the video has good closed captioning; if the video isn't captioned or was captioned poorly, then users should link to the video. If the video wasn't produced by, for, or in partnership with ED, a standard disclaimer might need to be included.
- **Storify:** ED does allow Storify embeds in blog posts

All questions regarding embeds should be directed to Jill James, Director of ED.gov and Senior Web Editor ([jill.james@ed.gov](mailto:jill.james@ed.gov)) or the Web Team ([WEB@ed.gov](mailto:WEB@ed.gov)).

For more comprehensive and detailed explanations of what is and is not acceptable on ed.gov, please reference [ED.gov Management and Publishing Policies](#).

### *Social Networking Sites Approved for ED*

Social networking connects people of all sorts and has allowed for the faster dissemination of information:

- Communication among agencies' official social media accounts can promote cooperation across government.
- Internal social networking sites can establish connections across traditionally stove-piped offices throughout an organization.
- Public-facing social networking accounts also can help to better serve the taxpayer and be used to further promote government information and services.

By using social media, federal agencies and employees can provide real-time information and staff interaction with interested members of the public; this, however, can provide challenges, especially during times of breaking news. This is why all federal employees who use social media are encouraged to familiarize themselves with and follow these rules:

1. Consult the official Social Media Policy before opening an account. Contact Joe Portnoy ([joe.portnoy@ed.gov](mailto:joe.portnoy@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)) to start the conversation about acquiring an official account.
2. Only request to post information that is publicly available on our official website, [www.ed.gov](http://www.ed.gov).
3. Respond to users' comments only with factual information; do not engage in arguments or debates. Social media sites are not the proper place to engage in debates over policy with members of the general public, members of Congress, state and local officials; or public- or special-interest groups. If you are unsure about how to respond to a comment, contact Joe Portnoy ([joe.portnoy@ed.gov](mailto:joe.portnoy@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)).
4. Make sure that commercial advertising does not appear on any social media site you manage. (See [Prohibition on Lobbying](#) on DigitalGov's *Checklist of Requirements for Federal Websites and Digital Services*.)
5. Always follow the applicable rules pertaining to revealing personally identifiable information (PII) of ED employees and stakeholders the agency serves. (See [Privacy and Identity Management](#) on DigitalGov's *Checklist of Requirements for Federal Websites and Digital Services*.)

6. Work with the ED records management office to determine how social media content should be preserved. For specific questions and concerns, please contact Paul Wood, Studio Team Lead ([paul.wood@ed.gov](mailto:paul.wood@ed.gov)). (See [Records Management](#) on DigitalGov's *Checklist of Requirements for Federal Websites and Digital Services*.)

### Blogging

A blog is a collection of entries or short articles that communicate what is happening in your office or agency. Although blogs are generally intended to read more informally than traditional newspaper articles, they are still considered official government communications and should be treated as such. As with all social media platforms, there are both benefits and risks to posting on a blog.

All principal office blog sites and mini sites hosted on [www.ed.gov](http://www.ed.gov) must be approved by the Office of Communications and Outreach (OCO). OCO will help determine if other offices must be notified or consulted before a specific principal office blog or mini site is created.

All blog posts should avoid areas of potential liability or litigation. A few examples:

- Blog posts cannot appear as though they are an official channel for comments used as part of a **rulemaking process**. If you have questions, connect with the Office of General Counsel Regulatory Services Division, General Deputy Counsel Elizabeth McFadden ([elizabeth.mcfadden@ed.gov](mailto:elizabeth.mcfadden@ed.gov)).
- Blog posts should not appear to give **endorsement**. All blog sites should have a standard, blanket disclaimer to reflect that mentions of schools, organizations, etc. are not an endorsement by ED. Sample disclaimer from Homeroom blog: *Blog articles provide insights on the activities of schools, programs, grantees, and other education stakeholders to promote continuing discussion of educational innovation and reform. Articles do not endorse any educational product, service, curriculum or pedagogy.*  
If you have general questions about disclaimers, connect with the [www.ed.gov](http://www.ed.gov) Director and Senior Web Editor, Jill James ([jill.james@ed.gov](mailto:jill.james@ed.gov)), or the Web Team ([WEB@ed.gov](mailto:WEB@ed.gov)). For specific questions, connect directly with the Office of General Counsel Ethics Team ([OGC.ethics@ed.gov](mailto:OGC.ethics@ed.gov)).
- Avoid using the word “**partner**” in situations where a formal partnership or memorandum of understanding (MOU) has not been signed by ED and the other organization or vetted with Office of General Counsel. If you have questions, connect directly with the Office of General Counsel Ethics Team ([OGC.ethics@ed.gov](mailto:OGC.ethics@ed.gov)).

If you have general questions on this topic, please connect with the ED.gov Director

and Senior Web Editor, Jill James ([jill.james@ed.gov](mailto:jill.james@ed.gov)), or the Web Team ([WEB@ed.gov](mailto:WEB@ed.gov)).

### *Obtaining an Official Blog or Minisite:*

If you would like to set up an official blog site or minisite for your principal office, you must submit a detailed proposal to OCO for approval. The [Blog and Wordpress Minisite Policy](#) details the requirements for having a blog and what your proposal must contain.

### Comments

ED's social media accounts facilitate ongoing dialogue about education issues. We encourage comments from the public, but we reserve the right to review and remove comments that violate our [Social Media Comment Policy](#). All ED digital practitioners should be familiar with our [Social Media Comment Policy](#), which is publicly available on [www.ed.gov](http://www.ed.gov).

### Newsletters

ED currently has a contract with the email marketing service [GovDelivery](#). GovDelivery is a mass email communication tool that allows users to easily send email messages and newsletters to groups of constituents. This tool also allows administrators to track metrics such as open rates and click rates. ED employees interested in exploring whether or not their office would benefit from creating a newsletter – or having their messaging become part of an existing newsletter – MUST contact GovDelivery lead Jaqueline Cortez-Wang ([jaqueline.cortezwang@ed.gov](mailto:jaqueline.cortezwang@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)) before exploring this tool. (Note: A list of ED's current newsletters may be found in Part VII at the end of this document.)

## **PART II**

### Selecting a Platform

Agencies and offices that use social media have great opportunities to engage with stakeholders, the general public, and even other employees—but not every platform is suited for every office or agency.

Which platform will best help your office with your communications needs? All social media practitioners are encouraged to carefully read the strategy behind each social media platform before considering applying for an official account. Please see Part IV for information regarding posting frequency and other best practices.

**Twitter** → This platform is perhaps the most beneficial for ED in terms of disseminating messaging. The brief, 140-character format allows for quick, concise, and targeted messaging and media campaigns. ED offices interested in participating in this platform and opening their own accounts are encouraged to work closely with OCO to ensure they are reaching the proper audiences and members of the public. All ED employees are encouraged to familiarize themselves with [ED's Official Twitter Account list](#).

**Facebook** → The Department of Education maintains a presence on this social media platform, but the return on investment (ROI) on this platform is beginning to change for government agencies. Organic reach of brand content [continues to decline](#). Since federal agencies are prohibited from paying outright for content, some are turning away from Facebook and focusing their efforts on other platforms. The Department of Education continues to maintain a presence on this platform, as it is still one of the most popular social media platforms online, but ED offices are strongly encouraged to coordinate the posting of content relevant to their offices on the main ED page instead of starting their own accounts. ED employees who want to create Facebook posts for the main ED Facebook page should coordinate with Joe Portnoy ([joe.portnoy@ed.gov](mailto:joe.portnoy@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)). All ED employees are encouraged to familiarize themselves with [ED's Official Facebook page list](#).

**Google+** → This platform is the second-largest social networking site in the world after Facebook, but there have been questions as to whether or not users interact with content on this platform in the same way that they do on Facebook. The Department of Education maintains one page on this platform to disseminate official messages and allow for user interaction with content. Also, one and only one account on this platform allows for a stronger presence and enhancement of ED's online properties. ED offices that are interested in posting content on this platform should coordinate with Joe Portnoy ([joe.portnoy@ed.gov](mailto:joe.portnoy@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)) to get their messaging and materials posted on the main account.

**Flickr** → ED uses this platform to house photographs taken at official events by the ED Studio Team. To ensure proper records management, ED only maintains one account. Photographers from the ED Studio Team maintain and upload all images to this account. ED employees with questions about this account should contact Paul Wood ([paul.wood@ed.gov](mailto:paul.wood@ed.gov)).

**YouTube** → YouTube is a video-sharing website that allows users to upload, view and share videos. Both private individuals and organizations maintain presences on this platform. There is a main [ED YouTube channel](#), which is managed by the Studio Team. ED offices interested in starting their own YouTube channel should coordinate with Joe Portnoy ([joe.portnoy@ed.gov](mailto:joe.portnoy@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)).



**LinkedIn** → LinkedIn is a business-oriented social networking service. ED maintains a presence on this platform to communicate student loan and job-related information to users. It is highly recommended that ED maintain only one official presence on this platform and that any POC or Initiative that wishes to post information coordinate with Joe Portnoy ([joe.portnoy@ed.gov](mailto:joe.portnoy@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)).

**GovDelivery** → GovDelivery is a mass email communication tool that allows users to easily send email messages and newsletters to groups of constituents. This tool also allows administrators to track metrics such as open rates and click rates. ED employees interested in exploring whether or not their office would benefit from creating a newsletter – or having their messaging become part of an existing newsletter – MUST contact GovDelivery lead Jaqueline Cortez-Wang ([jaqueline.cortezwang@ed.gov](mailto:jaqueline.cortezwang@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)).

**Instagram** → This is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. **To maintain streamlined messaging and proper branding, ED will only maintain one official Instagram account. OCO has thoroughly examined the capacity of its Digital Team and has decided to hold off on creating a presence on this platform at this time.**

**Pinterest** → This is a visual discovery and social media tool. It's used to collect ideas for projects and hobbies. Users create and share collections (called "boards") of visual bookmarks (called "Pins") that they use to do things like plan trips, develop projects, organize events or save articles and recipes. There is also a like feature to save certain pins that may not fit with a board. **To maintain streamlined messaging and proper branding, ED will only maintain one official Instagram account. OCO has thoroughly examined the capacity of its Digital Team and has decided to hold off on creating a presence on this platform at this time.**

### ***Blogging***

ED's official blogs are important tools for sharing the Department's accomplishments and successes.

The [Homeroom blog](#) is ED's main official blog and allows the department to tell the stories that often don't get covered in traditional media. As readership continues to grow, it is important that all blog posts align with the mission of the department.

While some offices have their own blogs, ED's Homeroom blog currently has the highest readership and ED employees are encouraged to submit posts to this outlet.

Blog posts need to be concise (no more than 550 words) and to the point, with an

identifiable message that focuses on why the story we are telling is important, and how it aligns with ED's mission. OCO is interested in highlighting the following major themes/topics:

- Show how ED funding is working on a local level.
- Show a commitment/alignment to ED/administration policy or tenet.
- Highlight best practice(s).
- Illustrate successful innovation.
- Demonstrate ED's commitment to outreach, engagement and listening to stakeholders.

For additional tips and best practices regarding how to write for Homeroom, please see the [Guide to Writing for Homeroom](#).

blog OCO has streamlined the process to accept and post entries to maintain quality and prevent duplication. Here are a few guidelines for submitting blogs:

1. Before you write your blog, please send an intent-to-write email to [blog@ed.gov](mailto:blog@ed.gov) and cc Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)) roughly one week in advance of when you'd like the blog posted. Include in your email a proposed title and a proposed date. OCO will make the final determination of whether a blog is posted.
2. Please submit your edited blog post to [blog@ed.gov](mailto:blog@ed.gov) and cc Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)) at least 48 hours before your proposed posting time.
3. Blog posts may be edited for grammar and message to meet the style of ED's blog.

## **PART III**

### ***Obtaining an Official Twitter Account***

#### ***1) Create a Business Justification Email***

Questions you will want to consider include:

- Why do you need a Twitter page?
- What do you hope to accomplish? How will it help meet ED's mission?
- Could your material be posted on an existing ED Twitter account?
- Who is your audience? Who are you trying to reach?

#### ***2) Create a Plan of Operations***

Questions you will want to consider include:

- What will your username be?
- What will be the background of your page and does it complement the background/branding of other ED accounts?
- What content will you tweet about? (Please include 10 – 12 sample tweets with relevant links and hashtags)
- How often will you tweet? It is recommended to post at least once a day. Effective accounts tweet throughout the day, and engage with users.
- Who will be responsible for posting tweets?
- You will be responsible for record management of your Twitter activity in accordance with criteria set by the Office of Management.
- What will be the criteria for retweeting and responding to inquiries from other Twitter users?

3) *Designate a Twitter Account Administrator & Backup Admin*

- Please state your long-term strategy for account maintenance. For example, if the person who is running the account leaves ED, what happens?

4) *Send Your Business Justification and Plan of Operations to Dorothy Amatucci for approval*

*If Approved:*

- Create your account. Add a header photo, background photo and a profile image that complies with [ED branding](#). (Note: The Web Team is working on updating the Department's Official Style Guide. In the interim, please consult with Dorothy Amatucci regarding social media account profile pictures and cover photos.)
- Contact Joe Portnoy ([joe.portnoy@ed.gov](mailto:joe.portnoy@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)) in OCO and provide the username and password for the account (OCO will not use your page—it is only for continuity and security and required by ED's social media policy).
- Add your bio to the page and link back to your ED website or ed.gov in the website field of your profile.
- Promote your new account through newsletters, emails, documents and on your official website.

***Obtaining an Official Facebook Page***

1) *Create a Business Justification Email*

Questions you will want to consider include:

- Why do you need a Facebook page?
- What do you hope to accomplish? How will it help meet ED's mission?
- Who is your audience? Who are you trying to reach?

- Could your material be posted on an existing ED Facebook page?

## 2) *Create a Facebook Plan of Operations*

Questions you will want to consider include:

- What will the name of your page be? Once you create a name, it cannot be changed, so please be thoughtful and deliberate.
- What is the proposed short url for your page? (eg., [www.facebook.com/ed.gov](http://www.facebook.com/ed.gov)) NOTE: Once you create a name, it cannot be changed, so please choose carefully. Only once the page receives 25 fans will the short URL be created and approved.
- What type of content do you plan on sharing?
- Who will edit and post content?
- How often will you post?
- Who will monitor comments? You must monitor comments at least daily to ensure that comments that are posted comply with the [ED comment policy](#). You should remove any comment that does not comply. Do you plan on engaging with fans who comment? If so, how will you engage?
- Who will monitor the direct messages sent to the page? How will you respond?
- How will you measure the success of your page? What metrics will you use?

## 3) *Designate a Facebook Account Administrator and Backup Admin*

- Please state your long-term strategy for account maintenance. For example, if the person who is running the account leaves ED, what happens?
- How will you maintain records for your file plan?

## 4) *Submit Your Business Justification and Plan of Operations to Dorothy Amatucci for OCO Approval*

### *If Approved:*

- Create your page. Add a compelling cover photo and a profile image that will help fans identify the ED brand and your page. (Note: The Web Team is working on updating the Department's Official Style Guide. In the interim, please consult with Dorothy Amatucci regarding social media account profile pictures and cover photos.)
- Add relevant facts/pictures to your timeline (you can backdate them).
- Contact OCO's Director of Digital Strategy to make OCO's Facebook profile an admin for your page (OCO will not use your page—it is only for continuity and security). Keep in mind, you cannot create an alternate account to manage Facebook pages as it violates Facebook's Terms of Service. Admins will need a personal Facebook account.
- In the "About" section of your Facebook page, you will need to add:
  - This language: For the official source of information about the U.S.

Department of Education, please visit [www.ed.gov](http://www.ed.gov).

- A link to ED's [Social Media Comment Policy](#)
- Add any additional information that your fans will find useful.
- When you reach 25 fans or likes, secure the OCO approved short URL for your page. Remember, once the short URL is created, you *cannot* change it.

For questions regarding other platforms, please contact and coordinate with Joe Portnoy ([joe.portnoy@ed.gov](mailto:joe.portnoy@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)) in OCO.

## PART IV

### *Best Practices for Posting*

On Twitter, users have to say a lot with very few characters. Fortunately, Twitter has compiled everything you need to know about posting on an official account at [business.twitter.com](http://business.twitter.com).

All ED employees are encouraged to explore the full site, but especially:

- [Twitter 101](#)
- [Establish your brand personality](#)
- [Write good tweets](#)

Additionally, Facebook's [Posting Best Practices page](#) has a lot of great content with which all ED social media practitioners should familiarize themselves.

Also, check out GSA's [Social Media page](#) for more info about social media for government and [writing posts](#).

*Do:*

- Make your posts pithy, clear, and catchy. Have some fun and be personable with phrasing, but always make sure posts are in good taste. When in doubt, ask a colleague!
- Content is king: provide information, insight, and clarification.
- Respond to questions, but stick to your area of expertise. If a user asks a question you can't answer, contact Dorothy Amatucci in OCO or work offline within your principal office to identify someone who could give you information that you would be able to then share via your official ED account.
- Respond to complaints, if you can, but don't get into arguments.
- Phrase questions so they're open-ended—this helps to engage users.
- Link to more in-depth content that is relevant, such as a page on our website,

- a video on our YouTube channel, or a post on the Homeroom blog
- Check your spelling and grammar! Your users will be the first to point out when you make these types of mistakes.
- Consider scheduling some tweets ahead of time. [Hootsuite](#) and [Tweetdeck](#) have federal-compatible negotiated Terms of Service agreements and are approved for use by the GSA. ED employees interested in using these tools should contact Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)) for a brief tutorial.

*Don't:*

- Don't post about a topic you wouldn't discuss in another forum or situation. If you don't want to see it on the front page of a newspaper, don't post it on social media.
- Don't post political viewpoints, anything that might be construed as lobbying, or endorse commercial products or services.
- Don't post anything that does not exist in public elsewhere (e.g.: data emailed to you by a colleague should not be posted; an official ED news release containing statistics that are already public on our website is okay to post).
- Don't get into arguments or engage in personal attacks.
- Don't let your account languish.

## **PART V**

### *Contact Information*

Joe Portnoy, special assistant for visual and digital media, OCO  
[joe.portnoy@ed.gov](mailto:joe.portnoy@ed.gov)  
 Dorothy Amatucci, digital engagement strategist, OCO  
[dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)  
 (202) 453 6549

Jill James, director of ED.gov and senior web editor, OCO  
[jill.james@ed.gov](mailto:jill.james@ed.gov)  
 (202)401-6143

Paul Wood, studio team lead, OCO  
[paul.wood@ed.gov](mailto:paul.wood@ed.gov)  
 (202)401-3876

## **Part VI**

*Standard Disclaimer:* <http://www.ed.gov/> is the official source of information from

the U.S. Department of Education (ED). ED cannot attest to the accuracy of other information provided by linked sites. Using third-party sites does not constitute an endorsement by ED or any of its employees of the sponsors of the sites or the information or products presented on the sites. Also, please be aware that the privacy protection provided at ED.gov ([ED privacy notice](#)) may not be available on these third-party sites.

## Part VII

The following is a list of ED's existing newsletters sent out via the PAID service GovDelivery. ED employees interested in learning more about these emails or about GovDelivery in general MUST contact GovDelivery lead Jaqueline Cortez-Wang ([jaqueline.cortezwang@ed.gov](mailto:jaqueline.cortezwang@ed.gov)) and Dorothy Amatucci ([dorothy.amatucci@ed.gov](mailto:dorothy.amatucci@ed.gov)).

### U.S. Department of Education Newsletters

Title	POC	Subscribers (as of 11/6/14)	Delivery	Target Audience	Public or Private List	Owner
<b>News from Secretary Duncan and ED</b>	OCO	76,742	Weekly	General Public	Public	Dorothy Amatucci
<b>ED Review</b>	OCO	18,651	Bi-Weekly	General Public	Public	Adam Honeysett
<b>OCTAE Connection</b>	OCTAE	16,728	Monthly	CTE Community	Public	Carol Norris
<b>Touching Base</b>	OCO	11,824	Bi-Monthly	General Public	Public	Carrie Jasper
<b>The Teachers Edition</b>	OCO	87,321	Weekly	Teachers	Public	Laurie Calvert
<b>Engaging Families</b>	OCO	21,058	Quarterly	Parents	Public	Carrie Jasper
<b>ED Youth Voices</b>	OCO	25,277	Monthly	Students	Public	De'Rell Bonner
<b>ED Green Strides</b>	OCO	14,316		General Public	Public	Andrea Falken
<b>Early Learning at ED</b>	OEL	19,316	Monthly	EL Advocates	Public	Steven Hicks
<b>The Education Reform HUB</b>	OESE	7,714	Monthly	General Public	Public	Anthony Garofano
<b>International Foreign Language Education</b>	OPE	36,463	Quarterly	General Public	Public	Michelle Guilfoil
<b>AAPI Highlights</b>	WHIAPPI	30,548	Weekly	AAPI Community	Public	Rebecca Lee

<b>Nuestra Iniciativa</b>	WHIEEH	45,708	Monthly	Hispanic Community	Public	Jaqueline Cortez-Wang
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